



# CU Professional Services



## Outsource Marketing Management Services Division

### Key Outsource Marketing Benefits For Clients:

**We Hit the Ground Running** – with seasoned Credit Union marketing professionals serving you from day 1

**Lower Cost- Higher Results than full or part time staff** – You pay no overhead, benefits, equipment, compliance, training, HR, Recruiting, or employee exposure.

**Acquire and Retain Higher- end Resources** – Outsourcing your marketing provides you access to resources that most CU's can't afford individually.

**End the Revolving Door and Lost Opportunities** – We never have a reason to leave, so once we are on board and producing, you maintain consistency and productivity

**We never get distracted** – Everything gets done! Unlike in-house staff, you rarely ask us to do non-marketing related tasks, therefore we are able to stay on task and completely focused on meeting your goals, we even manage you and your team in the process!



The Outsource Marketing division of CU Professional Services provides your Credit Union two cost effective and primary opportunities to immediately enhance your marketing resources: One, we provide a complete marketing department, including a dedicated "Marketing/ Communications Director" level contact producing Full-Time results, at a fraction of the cost and without the hassle of hiring and maintaining a quality marketer; Two, utilize us to immediately enhance your existing marketing resources and processes. In either case, for less than the cost of a Teller, you can now acquire and maintain the resources of an entire, quality Marketing Department.

Designed for the efficiency, productivity and budget-minded – Outsourcing all or key aspects of your marketing functions is the most productive and cost-effective way to go in today's tumultuous marketplace. Outsourcing lowers your fixed overhead costs and improves results by bringing an experienced team of professionals to the table in creating, developing and implementing your strategic marketing plans! Our outsource group can typically outthink, out-plan and out-produce virtually any individual or internal team of marketing staff you might have. If for no other reason than we get exposure to, and experience with multiple clients, in multiple markets simultaneously. Plus, our Outsource team works hands on with your management team and staff in creating and implementing every marketing plan objective, taking full accountability for the activities and results of each planned event or campaign. In effect, we become part of your team!

### The Process

First, our Outsource team will create, design and develop your Annual Strategic Marketing Plan and Budget, all in line with your Strategic Plan. The marketing plan and budget is then reviewed and approved for implementation. This is where the beauty of having our Outsource Marketing Team working for you really shines – the implementation is seamless.

### Everything Planned Gets Done!

We work with you and your team as well as behind the scenes coordinating and managing the implementation of every detail of your Annual Marketing Plan and Budget. We don't get distracted by internal issues and we never waiver from our key activities or your objectives.

### Monthly Meetings and Tracking

We meet with Management on a regular basis at our monthly P.I.E. (*Planning, Implementation and Evaluation*) meeting, where you are updated – in writing! – on each month's accomplishments and issues, along with upcoming marketing activities and events. We track and report campaign results, and we manage and report on budgetary items, items in the Planning stages, and any Business Development, web site, or staff issues related to marketing.

### In-House Creative Services

The Outsource Marketing Service comes complete with its own advertising boutique ready to create all of the high-end, professional looking marketing materials and campaigns necessary to implement your marketing plan and to achieve your objectives. This provides added value as your communications and messages come across in customized, colorful, attention getting marketing pieces to meet your needs.

So whether you are looking to lower your overall marketing costs, or increase efficiency and productivity, you'll be assured of achieving both through the Outsource Marketing Management process. Take a moment to review our Web site at [www.CUProfessionalServices.com](http://www.CUProfessionalServices.com) and read our client testimonials for more information on our services and how they work. Or, just call or email us today and we'll be happy to explain how we can put the Outsource services to work for you.

Your Credit Union Outsource Solution

For more information and to get started, contact:

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